The Bulletin

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Company's Part in Development of the West.

What part a great railway system plays in the development of a new country was recounted at Stockton on September 13th to delegates at the International Irrigation Congress by Vice-President E. O. McCormick. In order to bring people into the Far West, Mr. McCormick said, it was necessary to tell them what was there and this, in turn, involved a wide and comprehensive knowledge of the country to be developed. From this need there grew a great bureau, maintained by the railroad, for the collection and dissemination of information. This work was done, he said, through pamphlets, newspapers, magazine articles, stereopticon lectures, and, more recently, by motion lectures, at a cost in the forty-six years of Southern Pacific operations of a tremendous sum. Continuing, Mr. McCormick said, in part:

COLONIST EXCURSIONS

"Then, too, there are special colonist excursions. These are planned by practically all the Western railroads in the fall and spring, and special rates are given with stopover privileges, for investigation of definite localities. Opportunities are afforded by the railroad's colonization bureau for thorough and adequate investigation of all projects which seem to possess worthy, attractive and reliable features. These special colonist rates have also practically been in effect during the summer tourist season, and for conventions and special occasions. Many hundreds of thousands of people have been brought to the West under these favorable rate conditions.

"It should be borne particularly in mind that the Southern Pacific Company has always clearly differentiated between moving individuals and families from one part of the West to another, and true colonization, which brings in people from the far-away East or from the countries of Europe. While it is by no means averse to taking advantage of a free people's desire to travel, it has worked specifically, continuously and persistently to secure a desirable class of colonists from the Middle West, the North and the South of our own country and also of the same elements from the countries of Europe. To attempt to enumerate the various endeavors that have been put forth in this specific field of labor would occupy far more time than is at my disposal. Suffice it to say that colonization agents have been

(Continued on Page 2)

Pacific Mail's Passing Leaves Train of Heartaches.

"The passing of the Pacific Mail Steamship Company from the commercial life of California has left in its wake a train of heartaches in places where questions of national legislation received far too little attention in the past, and who now, alas, find it is too late to repair the evil which has been done to all of them by this one act—the La Follette Seamen's Bill," says the California Industries Magazine for August.

"Scores of jobbers,
"Scores of supply houses,
"Scores of manufacturers,
"Scores of business houses,
"Thousands of employes,

"All of the above have been participating in the past in the annual $5,000,000 spending account of the Pacific Mail Steamship Company in California alone. When a manufacturer loses his cracker account of some $30,000 a year, or paint business of an equal value, he is feeling the direct effects of this bit of spectacular La Follette legislation.

"The whole thing will serve one purpose. It will teach the people to take more seriously a corporation's side of a public question. This incident has shaken business out of its apathy; people are sitting up and taking notice. They realize that there is such a thing as killing the goose that laid the golden eggs. Remember that big business is not bad merely because it is big. Also that a statement is not to be discredited merely because it defends a corporation."

Loop Trip Through the Valley of the Willamette.

A neat little booklet, pocket size, issued by the passenger department of the Southern Pacific Company, describes scenes along the electric loop lines through the Willamette Valley in Oregon. It is called the "Loop Trip Through the Willamette Valley."

The route described is through the heart of Oregon's largest and richest valley. The trip can easily be made in less than a day, and affords tourists an easy way to see one of the prettiest sections of the Northwest.

Besides telling in detail what the traveler can see from the car window and giving interesting facts about the communities through which he passes. the booklet also contains a map of the territory, a time table and a schedule of rates.

Fifty-one Faithful Employes Join the Veteran Corps.

Fifty-one faithful employes of the Company joined the Southern Pacific honor roll on September 16th, when the Board of Pensions met and approved their applications for pensions. They may now retire from active service and enjoy the benefits gained by their years of faithful service. The pension system was established by the Company in 1903. Since that time the total enrollment of the veterans' corps has reached 622. The total expenditure for pensions to June 30, 1915, was $1,764,295. The total benefits paid for the last fiscal year, ending June 30, 1915, was $282,121.

Following are the new names on the honor roll:

James L. Barnes, Machinist, M. P., Oakland; William P. Best, Car Builder, M. P., Sacramento; Martin Callahan, Crossing Watchman, M. W., Oakland; George L. Colegrove, Conductor, Trans., Oakland; Walter Cotton, Boilermaker, M. P., San Francisco; Thomas Evans, Motorman, M. W., Sacramento; Robert M. Gillespie, Foreman Water Service, M. W., Bakersfield; Isaiah Jordan, Locomotive Engineer, M. P., Oakland; Ernest Kabisius, Coppersmith, F. & R., Oakland; Angus R. McDonald, Carpenter, Store, West Oakland; Donald McKechnie, Captain, F. & R., Oakland; Andrew D. Neff, Locomotive Engineer, M. P., Oakland; Charles F. Phillips, Conductor, Trans., Los Angeles; John Quinn, 2d Officer, Atl. S. S. Lines, Algiers, La.; Frederick M. Sterling, Foreman Water Service, M. W., Los Angeles; Carl F. N. Alsted, Pumper, M. W., Cottage Grove, Ore.; Peter Anderson, Pumper, M. W., Lanark, N. M.; Richard Blower, Laborer, M. P., Sacramento Shops; Thomas H. Brown, Special Agent, Oakland; Antone Dutra, Crossing Watchman, M. W., Oakland; John A. Gayton, Conductor, Trans., San Francisco; Nelson W. Haas, Passenger Car Builder, M. P., Los Angeles; Timothy Haggerty, Fireman, F. & R., Benicia; Andrew Johnson, Watchman, M. P., Sacramento Shops; Joseph Levy, Boilermaker, M. P., Los Angeles; John C. McGee, Machinist, M. P., San Francisco; James J. McKittrick, Chief Distributor, Mail, San Francisco; Valentine Miller, Machinist, M. P., Sacramento Shops; William Morrow, Laborer, M. W., Alameda; Frank Mulligan, Helper, M. P., Sacramento Shops; William J. Nash, Foreman Painter, M. W., San Francisco; Antone J. Pinheiro, Helper, M. P., Sacramento Shops; Joseph Rowell, Section Foreman, M. W., Ogden; James H. Stebbins, Car Builder, M. P., Sacramento Shops; Timothy Sullivan, Laborer, M. W., San Francisco; Robert M. Toy, Locomotive Engineer, M. P., Ogden; Joseph H. Warner, Locomotive Engineer, M. P., San Luis Obispo; Arthur I. York, Locomotive Engineer, M. P., Sparks; Andrew Alexander, Locomotive Engineer, M. P., Ogden; Lorenzo H. Brink, Conductor, Trans., Alameda; Francis M. Cummings, Conductor, Trans., Clackamas, Ore.; Carroll Cundiff, Clerk, Acctg., San Francisco; William F. Davis, Babbitter, M. P., Sacramento Shops; Frank R. Dunn, Traveling Agent Genl. Frgt., Portland, Ore.; John H. Elwood, Engineer, M. P., Fresno; Bernhard Hansen, Captain, F. & R., Oakland; George W. Hilton, Air Brake Repairer, M. P., Sacramento Shops; Timothy W. Kirby, Clerk, Frgt., San Francisco; Walter F. Luzzadder, Locomotive Engineer, M. P., Oakland; George H. Nutting, Conductor, Trans., Oakland; George N. Shane, Molder, M. P., Sacramento Shops.

In the list of Company men excelling in safety work published in the August 15th issue of The Bulletin, Air Brake Foreman, J. H. Crawford, fifth on the list, with 210 points, was accredited to the Sacramento Shops. Mr. Crawford is an employe of the Los Angeles General Shops and active in the shops' safety work.

The Southern Pacific's Part in Development of the West

(Continued from Page 1)

thoroughly equipped with everything necessary to demonstrate the home advantages, agricultural, horticultural and commercial possibilities of the West, and individuals, families and colonies have been intelligently and systematically searched out. Thousands have been brought to the West by these means, many of them being of the sturdy, reliable, upright yeomanry of the East and of Europe, who, by their intelligent development of the land upon which they have settled have materially aided in the commercial progress of the West.

RAILROAD AND DEVELOPMENT

"It cannot be too strongly recognized and emphasized that railroads invariably precede development. In spite of the tremendous influx of people who were attracted to California and the other Western States by the discovery of gold, the population was practically a negligible quantity until the Ogden Route of the Southern Pacific Company was opened in 1869. For a few moments let us look back upon one or two of the noted valleys of California at that time. The Sacramento and San Joaquin valleys were scarcely touched by any active work of development. The cities of Sacramento and Stockton were established, but had it not been for the mines they would not have had enough business to support a 'corporal's guard.' Both valleys were, in the main, nothing but vast pastures. As soon as the railroad began to bring in settlers, thousands of acres were plowed and made into immense grainfields.

"As more settlers came, broader plans for development were introduced. In the late seventies the San Joaquin Valley from Stockton clear down to the Tehachapi Mountains could scarcely have shown a thousand acres under any other cultivation than grain. Few people who see this wonderful valley today can realize its condition forty-five years ago. While in spring and early summer it was covered with a gorgeous mat of wild flowers, "filaree" and other native forage, a little later on in the season it became to those compelled to travel over it a vast gray sandy plain of horror and distress. Most men regarded it as a God-forsaken land, utterly worthless and without any possibilities for the future beyond the growing of grain. But the builders of the Southern Pacific Railroad saw with larger and clearer vision.

"The development of the Sacramento Valley also dates practically from the opening of the Shasta Route in 1887. Certain circumstances, chiefly individual ownership of large tracts of land, which the owners could not be induced to subdivide or sell, have militated against rapid development, but now that this and other difficulties are being overcome, the Sacramento Valley promises, within a very short time, to be one of the richest agricultural valleys of the West and one of the garden spots of the world.

"Note the development that has followed the completion of the Sunset Route of the Southern Pacific. Try to realize the condition of the country through which it was built. It was opened in 1881. Except for a few sugar plantations in Louisiana, and the cattle and mining industries of Texas, New Mexico and Arizona, where could the builders of that railroad reasonably expect to find business? Naturally they anticipated considerable through traffic, both of passengers and freight, but the local business would not have paid the running expenses of the wayside stations.

ON THE SUNSET ROUTE

"Look now, however. It would require thousands of pages to merely enumerate in brief the wonderful developments that have taken place on and near the lines of the railways in Louisiana, Texas, New Mexico and Arizona. Take, for instance, the latter State. Recall what Arizona was before their advent. Its deserts were freely characterized as "the land that God forgot," and its hundreds of thousands of acres seemed to be a barren, desolate waste.

"Need I expatiate upon the wonderful development of the San Simon, Salt River and Santa Cruz valleys, as practical demonstration of what has been accomplished, while the valley of the Colorado River, both in Arizona and California, has developed some of the most wonderfully fertile spots of the world?

"In our own State we have a marvelous illustration in the development of the Colorado desert. When Dr. Wozencraft, one of the earliest settlers of San Bernardino, appeared before a committee of Congress and advocated government aid for the reclamation of this great desert, his suggestions were treated with ill-disguised scorn and as those of an impractical dreamer and visionary; yet before he died he succeeded in imbuing others with his faith and spirit, so that the agitation was continued.

COACHELLA VALLEY

"The development of this region is justly recognized as one of the wonders and marvels of the agricultural world, and in seven years from the time the first shovelful of earth was removed from the construction of the Colorado River headgate, this so-called barren and desolate region was raised to the dignity of a self-governing county, under the name of Imperial Valley.

"A similar story, though in a more quiet vein, might be told of the Coachella Valley, another portion of this same Colorado Desert. Twenty-five years ago it would have been impossible to give the land away to anyone if he had been required to live upon it. It was too far away to be reached by water from the Colorado River. The engineers of the Southern Pacific Company, however, were convinced that artesian water might be found at reasonable depth. Accordingly, in 1890 they sank a well which proved to be so successful that scores of settlers rushed into the country, took up lands, either under the homestead or desert lands acts, and began its development. The company also called the attention of the plant experts of the government to the fact that the native palm grew here which for centuries had been supplying dates for food to the Indians. It was suggested that the government put in an experimental station for the purpose of testing the possibilities of the soil and climate for the development of the date palm of commerce. Land was donated by the railroad company in two localities for that purpose, and today the agricultural department of the government reports that there can be no question as to the practicability and feasibility of raising the best quality of commercial dates in the Coachella Valley.

PAST, PRESENT AND FUTURE

"I might continue by the hour, merely suggesting in briefest outline what the railroads have done and attempted to do in the furthering of the develoment and civilization of the great West.

"The present policy of the railroad companies is to continue this work of education and colonization in every way possible. They seek closer contact with the people and desire to understand and meet their needs. The policy of courteous treatment of complaints, of promptly remedying real grievances, of fair dealing with all shippers, big and little, of helpful aid willingly rendered, of liberal efforts to advertise and build up the state, of doing our best to provide manufacturers and farmers with new markets—in short, of railroading alone, and railroading for all it is worth, and for the benefit of all, will do much to bind the railroads and the people together in mutually helpful bonds of amity and sympathy, and in my opinion it is the greatest thing we are doing.

"The real development of the West has scarcely begun, and the possibilities for the future are altogether underestimated and unknown. Under the peaceful government of the United States the West affords opportunities and advantages that have never before been presented to mankind. It extends the open hand of welcome to all who are desirous of taking advantage of its opportunities, and in whatever development may come to the West during the next decades, the truthful historian will be able to assert that in this work the railroads serving have not been found wanting."

Prize Winners in Car-Loading Contest

To obtain a marked improvement in car-loading, the Southern Pacific Company has held a number of general competitions covering the Pacific System. Under the terms of these contests, money prizes have been offered for excellence in loading certain commodities. For the best loading of each there have been offered two prizes, one of $50 and the other of $25. The Bulletin prints herewith the list of the five highest ranking stations in the loading of premium commodities announced in connection with the contest in effect during the first six months of 1915. It is to be hoped that agents and others will continue to give the subject of car-loading their earnest attention. Loading a car to its maximum capacity means getting the full measure of service from the car. It is a means of economy, and an important one.

COMMODITY	RANK	STATION	NAME
Asphaltum & Bituminous Rock	1st	Oleum	Elmer E. Carrol.
	2nd	No award account system average of loading for year 1913 not being attained.	
	3rd		
	4th		
	5th		
Barley	1st	Patterson	W. S. Reiff.
	2nd	Byron	Fred W. Weihe.
	3rd	Firebaugh	J. C. Clay.
	4th	Merced	G. H. Agnew.
	5th	Germantown	J. E. Bick.
Beans and Peas	1st	Guadalupe	A. L. Andrews. A. R. Miles.
	2nd	San Luis Obispo	T. F. Delaney.
	3rd	San Francisco	W. J. Hardy.
	4th	Drumm Street	W. J. Hardy.
	5th	San Pedro	H. M. Read.
Brick	1st	Port Costa	Geo. H. Ward.
	2nd	Decoto	L. C. Page.
	3rd	Livermore	W. J. Casselman.
	4th	San Jose	J. W. Lewis.
	5th	Colton	E. T. McNeill.
Canned Goods	1st	Campbell	Chas. Berry.
	2nd	Lankershim	W. L. Wurm.
	3rd	Portland	W. Merrimen.
	4th	Gilroy	H. H. Bunds.
	5th	Visalia	C. C. Lary.
Cement, Lime and Plaster	1st	Davenport	E. D. Melcher.
	2nd	Tolenas	W. G. Rogers.
	3rd	Napa Junction	G. S. Coley.
	4th	Moundhouse	T. Gracey.
	5th	Colton	E. T. McNeill.
Dried Fruit	1st	Red Bluff	J. J. Miller.
	2nd	Roseburg	L. B. Moore.
	3rd	Oakland	B. D. Myers.
	4th	Sacramento	C. J. Ellis.
	5th	Salem	R. B. Houston.
Hay	1st	Roseville	G. S. Cryder.
	2nd	Santa Susana	N. L. Curtis.
	3rd	Livermore	W. J. Casselman.
	4th	San Fernando	R. F. Aguilar.
	5th	Rutherford	M. D. Harrington.
Lumber	1st	Coburg	B. D. Locke.
	2nd	Oakland, Calif.	Wm. Merriman. B. D. Myers.
	3rd	East Portland	J. N. Sutton.
	4th	Weed	W. A. Brown.
	5th	San Pedro	H. M. Read.
Mill Stuff	1st	San Pedro	H. M. Read.
	2nd	Berkeley	J. B. Taylor.
	3rd	Port Costa	G. H. Ward.
	4th	Hickman	F. J. Fackrell.
	5th	Oakdale	W. B. Reynolds.
Ore, Lead and Bullion	1st	Keswick	C. R. Croney.
	2nd	Valley Springs	M. P. Jarvis.
	3rd	Kennet	J. F. Corby.
	4th	Patagonia	F. A. Stone.
	5th	Lordsburg, N. M.	J. H. McClure.
Perishable Fruits and Vegetables	1st	Watsonville	A. H. Davis.
	2nd	Medford	A. S. Rosenbaum.
	3rd	Soledad	P. H. Smith.
	4th	Talent	C. W. Lehman.
	5th	Stockton	J. D. Fish.
Potatoes	1st	Sherwood	Edward Allen.
	2nd	Mt. Angel	R. J. Welton.
	3rd	Clackamas	A. Mather.
	4th	Salem	R. B. Houston.
	5th	Cornelius	H. F. Beamon.
Rock, Sand and Gravel	1st	Fair Oaks	Wm. Johnson. C. G. Sheffield.
	2nd	Niles	A. J. Rutherford.
	3rd	Davenport	E. D. Melcher.
	4th	Alameda	E. P. Butterfield.
	5th	Lincoln	A. T. Johnson.
Sugar	1st	Spreckels	M. D. Lehrfeld.
	2nd	San Francisco	W. J. Hardy.
	3rd	Port Costa	G. H. Ward.
	4th	Los Angeles	M. L. Ryder.
	5th	Los Alamitos	L. M. Kolman.
Wheat	1st	Germantown	J. E. Bick.
	2nd	Cornelius	H. F. Beamon.
	3rd	Port Costa	G. H. Ward.
	4th	Elmira	P. S. Johnson.
	5th	Zamora	C. N. Cutler.
Wine, Liquors and Beers	1st	Madera	C. H. Kahuda.
	2nd	Portland	R. A. Martin. Wm. Merriman.
	3rd	Guasti	C. L. Sweeton.
	4th	Drumm Street	W. J. Hardy.
	5th	Richmond	H. A. Stiver.
Merchandise, Small Stations	1st	Redwood City	C. A. Stone.
	2nd	Yuma	E. L. Witty. G. E. Nelson.
	3rd	Newark	M. Purcell.
	4th	Santa Ana	H. J. Wasserman.
	5th	Ashland	G. M. Kramer.
Merchandise, Large Stations	1st	Drumm St., San Fran.	W. J. Hardy.
	2nd	Fresno	I. W. Emmons.
	3rd	Los Angeles	M. L. Ryder.
	4th	Oakland	B. D. Myers.
	5th	Portland	W. Merriman.

NOTE.—No award made in either Beets or Perishable Other account of system standard of loading for the year 1914 not having been attained by any station.

Two Highest Awards for Company at San Francisco Exposition

The Panama-Pacific Exposition Company has announced the presentation of two "highest awards" to the Southern Pacific Company for its participation in the Fair. One is the highest award for "railway track, equipment, motive power and Safety First appliances" and the other is for traffic promotion. They come in the nature of two banners, specifying why they were given and bearing the official Panama-Pacific ribbon.

The railway track, equipment, motive power and Safety First appliances of the Company are on exhibition in the Transportation Building, and include, among other things, the old C. P. Huntington, first Central Pacific locomotive. In striking contrast to this, one of the oldest locomotives in the United States, is one of the Company's big Mallet engines used on the Tehachapi.

The traffic promotion exhibit is contained in the Company's own building at the head of Palm Avenue near the Fillmore Street entrance. Here are rest rooms for men and women, the "Glade," with a miniature reproduction of noted scenic spots along the Southern Pacific, ticket offices, and the Sunset Theatre, with motion pictures, illustrated lectures and organ recitals daily. Visitors are the Company's guests, everything being free, and it is the Company's hope that all who attend the Exposition will avail themselves of the Southern Pacific's hospitality.